

BRANDON SYSTEMS INSTITUTE

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A Division of BRANDON APPLIED SYSTEMS, INC.



BRANDON SYSTEMS INSTITUTE

1611 North Kent Street, Arlington, Virginia 22209 Tel.: (703) 525-2620

IN NEW YORK AND WASHINGTON:
BRANDON OFFERS THIRD GENERATION COURSES

Dear Sir:

There is a lot of truth in the observation "third generation equipment most frequently processes first generation systems". . . so much so that Brandon Systems Institute offers two courses to help make the problems of transition as smooth as possible.

As one concerned with operations management, how do you cope with recurring emergencies? That's the primary problem attacked by our three-day course in a full week of training -- COMPUTER OPERATIONS MANAGEMENT AND CONTROL -- where you'll get practical and effective guidelines for:

- efficiently organizing your time
- eliminating crisis situations
- exercising more effective control.

There are two major benefits that result. First, your computer operation runs more efficiently. Second, your capacity as a manager increases because you gain valuable time to handle your planning responsibilities.

And now, with the third day added to COMPUTER OPERATIONS MANAGEMENT AND CONTROL, the course includes greater attention to the multi-programming environment of third generation equipment.

Multi-programming and communications permeate the entire course.

You'll begin with the fundamentals of operations control . . . explore the techniques and disciplines that can minimize problems commonly found in operations. You'll move on to the more sensitive areas of operations management. . . see how the control aspect offers new resources to handle problems originating elsewhere in your organization.

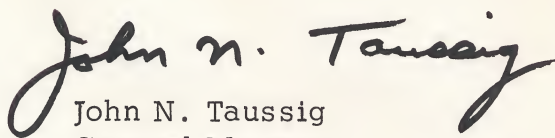
The second course in this week of training is CONVERTING TO THIRD GENERATION SYSTEMS, a two-day seminar which

- shows which services should and can be provided by third generation systems
- demonstrates methods of measuring present abilities to provide those services
- offers major strategies for improving capabilities
- points out pitfalls and potential disaster points which can be identified in advance, and
- tells how to plan to avoid third generation pitfalls.

Brandon instructors "tell it like it is" because Brandon Systems Institute requires each instructor to remain active as a consultant in the field in which he is teaching. Thus our instructors are practical in their approach, up to date on real-world problems, and most importantly, competent to answer questions and offer realistic advice.

We invite you to attend both or either of these courses at the dates and locations most convenient to you.

Sincerely,


John N. Taussig
General Manager

business reply card

FIRST CLASS

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(202) 638-2626

New York, N.Y.

Hotel St. Moritz
50 Central Park South
(212) 755-5800

BUSINESS OFFICES

New York, N. Y.

30 East 42nd Street
(212) YU 6-1518

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BRANDON
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**COMPUTER
OPERATIONS
MANAGEMENT AND
CONTROL**

Washington
December 9-11

New York
January 27-29

**CONVERTING TO
THIRD GENERATION
SYSTEMS**

Washington
December 12-13

New York
January 30-31

register me for:

73A

**COMPUTER OPERATIONS
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☐ Washington •
December 9-11

☐ New York
January 27-29

**CONVERTING TO
THIRD GENERATION
SYSTEMS**

☐ Washington
December 12-13

☐ New York
January 30-31

Name: _____

Title: _____

Firm: _____

Street: _____

City: _____ State: _____

Phone: _____ Zip: _____

ADDITIONAL STUDENTS:

Name: _____

Title: _____

Name: _____

Title: _____

☐ Bill Me

☐ Bill My Company

☐ Check Enclosed

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data processing seminars

COMPUTER OPERATIONS MANAGEMENT & CONTROL

COURSE OBJECTIVES: Presents a body of techniques and disciplines developed for control of data processing operations. Covers concepts, techniques, procedures and forms, as well as a complete system for control of data flow in the installation.

COURSE OUTLINE

First Day

Operations Control Functions

- Operating Environment
- Effects of Mission on Operations
- Operations Planning
- Control Requirements
- Responsibility for Control
- Functions Related to Organization Size

Control of Workload

- The Effects of Scheduling
- Scheduling Procedures
- Expediting Procedures
- Machine Usage Analysis—Batch Processing
- Machine Usage Analysis—On-Line Processing
- Priority Systems and Operating Software
- Internal Control Procedure

- Systems Control Requirements
- Review and Evaluation of Performance
- Feedback of Schedules for Systems Planning

Second Day

Data Management

- Data Coordination
- Data Control
- Operating Procedures
- Operations Library
- Report Distribution
- Quality Control

Operations Management

- Participation in Hardware and Software Selection
- Participation in Control
- Motivating Operations Personnel to Control
- Interface with Other Organizations
- Long Range Planning

Third Day

Small Installation

Model Computer Operations Control System

- Data Control
- Scheduling and Estimating
- Staffing Requirements

Medium-Sized Installation

Model Computer Operations Control System

- Estimating and Scheduling Independent Operations
- Assessing Impact of Peripheral Functions and Communications Services

Management and Control of Multi-Programming Operations

- Evaluating Job Mix
- Planning Production Operations
- Estimating and Scheduling in a Multi-Programming Environment
- Unique Staffing Requirements for this Environment

CONVERTING TO THIRD GENERATION SYSTEMS

COURSE OBJECTIVES: This course is designed to present guidelines for an efficient conversion to a third generation systems environment. The dominant goal is the design of a well-conceived approach to the orderly transition from present operations to new levels of management-oriented computer system services.

A modified case study approach is used to reinforce the topics presented in the formal presentations.

COURSE OUTLINE

I Characteristics of Third Generation Systems

- A. User services . . . Management control . . . Flexible responses . . . Adaptation to changing organizational requirements
- B. Third generation file considerations . . . Review of file structures . . . Impact of mass storage hardware on file design
- C. Third generation software . . . Classification of available software . . . Implication of software on file design . . . Operational implications of software decisions
- D. The operating system interface . . . The operating system as a systems restraint . . . Data management services

II Assessing Present Systems and Equipment Capabilities

- A. Restraints on expansion of present systems and hardware
- B. Evaluation of present staff
- C. Checklist and criteria for evaluating installation strengths and weaknesses
- D. Consideration of effects of *not* going into third generation systems

III Prerequisites to Third Generation Systems Design and Conversion

- A. Establishing relevant organizational goals
- B. Identifying constraints on design and conversion . . . Cost limitations . . . Impact of conversion or organization . . . Requirements for organizational change . . . Timing problems

IV Strategies for Conversion to Third Generation Systems

- A. Computer use strategy . . . Emulation . . . Simulation . . . Native-state . . . Approximate mixtures of modes of operation
- B. Software selection
- C. File conversion approaches
- D. Data processing and user training requirements
- E. Controlling organizational impact of conversion

V Planning the Conversion

- A. Evaluation of strategic alternatives
- B. Developing conversion plan
- C. Review of classical disaster points

VI Anticipating Post-3rd Generation Conversion Problems

- A. What can be done now to avoid repetition of past and present conversion problems
- B. What types of conversion planning are required during each new systems design

PRINCIPAL INSTRUCTORS

**Max Gray, Vice President—Professional Services
Brandon Applied Systems, Inc.**

Mr. Gray is a specialist in installation management. His areas of concentration include the development of methods and performance standards, evaluation of installation performance, evaluation and selection of equipment, and designing and implementation of data processing applications. During ten years in data processing, Mr. Gray's practical experience has encompassed the administration of complex planning and development projects, supervision of programming and operating personnel, and organization of managerial and technical training programs.

**A. M. O'Reilly, Manager, Washington Office
Brandon Applied Systems, Inc.**

Mr. O'Reilly is a specialist in data processing management. He has concentrated in areas of organization planning, preparation of equipment specifications, evaluation and selection of equipment, implementation of methods and standards for programming and systems staffs, long-term budgetary planning, and design and implementation of data processing applications. His background includes supervision of programmers, systems analysts, operating personnel and technical staffs.

**Gary S. Popkin, Senior Consultant
Brandon Applied Systems, Inc.**

In his eight years in data processing Mr. Popkin has served as consultant, systems analyst, and instructor. He has supervised systems design and programming activities, performed feasibility studies, evaluated and recommended equipment, written and installed data processing standards, and worked on a large-scale real-time information retrieval system.

Mr. Popkin was formerly a systems engineer for the International Business Machines Corporation, specializing in large-scale computer systems.

REGISTRATION AND FEES

To register, write or phone the Registrar, Brandon Systems Institute, at the Washington or New York addresses listed below. Fees, including luncheon and course materials, are:

NUMBER OF SEMINAR DAYS				
1	2	3	4	5
\$100	\$175	\$250	\$325	\$400

These prices apply to both individual seminars and to seminars in a series. The \$250 fee for three seminar days, for example, may be applied to a three-day seminar or to a series consisting of a two-day and a one-day seminar.

Because there is normally a waiting list of those wishing to attend each course offering, there is a \$35 charge for cancellation . . . unless the cancellation is received in writing one week in advance of the course offering.

SEMINAR LOCATIONS

Washington: The Sheraton Carlton Hotel is located in the heart of Washington's business district at Sixteenth and K Streets, N.W. The hotel is holding a block of rooms for student registrations. Room rates are \$22.50 for singles and \$27.50 for doubles. (202) 638-2626.

New York: The Hotel St. Moritz is holding a block of rooms for student registration. Rates are \$14-to-\$21 for single rooms. The hotel is at 50 Central Park South, New York, N.Y., (212) PLaza 5-5800.

BRANDON SYSTEMS INSTITUTE is the training division of BRANDON APPLIED SYSTEMS, INC., the international data processing consulting firm. Instructors for all courses are drawn from the staff of BRANDON APPLIED SYSTEMS, INC., and are senior consultants active in the subject they are teaching.

For an outline of other courses in the current program, write:

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1611 North Kent Street
Arlington, Virginia 22209
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30 East 42nd Street
New York, New York 10017
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(617) 236-2000

San Francisco, Calif.

St. Francis Hotel
Union Square
(415) 397-7000

Atlanta, Ga.

Executive Park Motel
1447 N.E. Expressway
(404) 634-4231

Dallas, Texas

Royal Coach Inn
3800 W. Northwest Hwy.
(214) 357-9561

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**COMPUTER OPERATIONS
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Boston, Mass.
January 6-8

San Francisco, Calif.
January 20-22

Dallas, Texas
February 3-5

Atlanta, Ga.
February 24-26

**DECISION TABLES:
PRINCIPLES AND
APPLICATIONS**

Boston, Mass.
January 9-10

San Francisco, Calif.
January 23-24

Dallas, Texas
February 6-7

Atlanta, Ga.
February 27-28

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Phone: _____ Zip: _____

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Title: _____

Name: _____

Title: _____

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Atlanta: The Executive Park Motel, located at 1447 N.E. Expressway, is holding a block of rooms for student registration. Rates are \$16 for singles and \$20 for doubles. (404) 634-4231.

ABOUT THE BRANDON ORGANIZATION— where EDP training is a natural outgrowth.

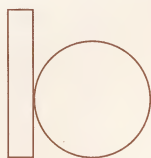
Brandon Applied Systems, Inc. is an internationally recognized management consulting firm specializing in information and data processing systems. The Company, founded in early 1964 by a group of long-experienced data processing professionals, offers a wide range of services, including: *management audit, feasibility studies, planning and implementation, standards development and implementation, systems design and programming, technical writing, market and product planning . . . and training.*

Training emerged early as a much-in-demand service when clients recognized that instruction of personnel was a particularly effective part of a Brandon Applied Systems consulting contract. The development of private, in-company courses soon led to a widely accepted group of publicly available courses designed to bring about more effective management and control of computer installations. In 1966 Brandon Systems Institute was formally organized as the training division of the Company. The Institute courses, conducted throughout the year and at several different cities, offer instruction from those senior consultants of the Company who are continually active in the subjects they teach.

Brandon/Systems Press, the publishing division of the Company, produces texts, reference books, special materials and, in cooperation with Moody's Investors Service, Inc., publishes the "Computer Industry Survey," a continuous analysis of the technical and financial aspects of the industry.

In addition to its headquarters and publishing division in New York City, the Company maintains offices in Washington, Boston, Chicago, and London, England, and has affiliates in Scandinavia and Australia.

For additional information about Brandon Applied Systems services, contact any of the offices listed.



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